



LOUISIANA Nursery & Landscape

NEWS

JULY/AUGUST/SEPTEMBER 2000

Louisiana Nursery and Landscape News is a quarterly newsletter produced by the Louisiana Nursery and Landscape Association as a member service. The opinions and statements expressed herein do not necessarily represent the views of LNLA, its staff, Board of Directors, or its editors. Likewise, advertisements do not constitute an endorsement of the featured products or services •



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LNLA Lobbies State Legislature

Tuesday May 30th, several representatives of the Louisiana Nursery and Landscape Association met at the state capital in Baton Rouge in an effort to raise awareness among legislatures of the importance of the 'green industry' to the Louisiana economy. Dan Gill, county agent in Orleans Parish and member of the LNLA board of directors, Wanda Chase, owner of Imahara's Landscape Company and President of the LNLA, Pat Newman, owner of Folsom Nursery and member of the LNLA board of directors, and Rob Trawick, horticulture extension associate and LNLA administrative assistant, were on hand to deliver autographed copies of the *Louisiana Gardeners' Guide*, written by Dan Gill and Joe White, area horticulture agent in Shreveport, to each member of the state senate and house of representatives.

In addition, personal contact was made with several members of the legislature including Senator Mike Smith, Chairman of the Senate Agriculture committee. Many of the legislators were surprised to learn that among all agricultural related industries, the nursery and landscape industry ranks third in revenue produced among agriculture crops trailing only forestry and sugarcane.

Efforts will continue to be made by the LNLA to secure a good relationship between the nursery and landscape industry in Louisiana and our state government. *

Rob Trawick, Horticulture Extension Associate for the LSU AgCenter and LNLA Administrative Assistant.



6th Annual Louisiana Plant Materials Conference

Wednesday, October 4
Holiday Inn - South
(I-10 at Airline Hwy)
Baton Rouge, LA

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Wanda Chase, Rick Webb

NURSERY/LANDSCAPE EXPO REPRESENTATIVE

AllenOwings

Zelenka Nursery Acquires Windmill Nurseries Inc.

Zelenka Nursery is pleased to announce that they have reached an agreement to acquire Windmill Nurseries Inc. of Folsom, LA. This acquisition was made possible through Zelenka's new relationship with Franklin Street Equity Partners and Bank Boston Capital. The acquisition of this 420-acre facility will position Zelenka well to expand their product line and reach into new markets in the South.

Dennis & Blanch McCloskey started Windmill Nurseries in 1962 as a B & B wholesale nursery with the first five acres planted that spring. The nursery grew to 133 acres by the early 1970s. By the late 1980s, Windmill began to convert from a field growing operation to a container nursery. Today, Windmill's product line is almost exclusively container grown including large landscape grade container products.

Windmill presently grows container evergreens, broadleaves, shrubs, perennials, groundcovers and trees that are primarily sold to landscapers, rewholesalers and independent retailers in 20 states, with a regional focus on Texas and the Southeast. Windmill also has an onsite wholesale center which supplies landscapers, garden centers and other customers who wish to select and pick up their product.

Zelenka Nursery plans to aggressively expand Windmill's facilities and product selection to meet the needs of their present customer base, as well as expand into markets not presently being served. Zelenka's present customers in the Mid-South and Atlantic market areas will see improved product selection and better availability on the products suited for their areas. The new facility will not only offer better and additional products, but those products will be grown closer to many of their customers thereby reducing distribution costs.

By spring 2001, Zelenka will begin to implement its marketing strategy by introducing programs such as Natural Life[®], Flower Carpet[®] Roses and the new Dream[™] Roses to Windmill's customers. Zelenka also intends to add a new line of Patio Color[™] items.

THE NURSERY/LANDSCAPE EXPO

AUGUST 18-20, 2000
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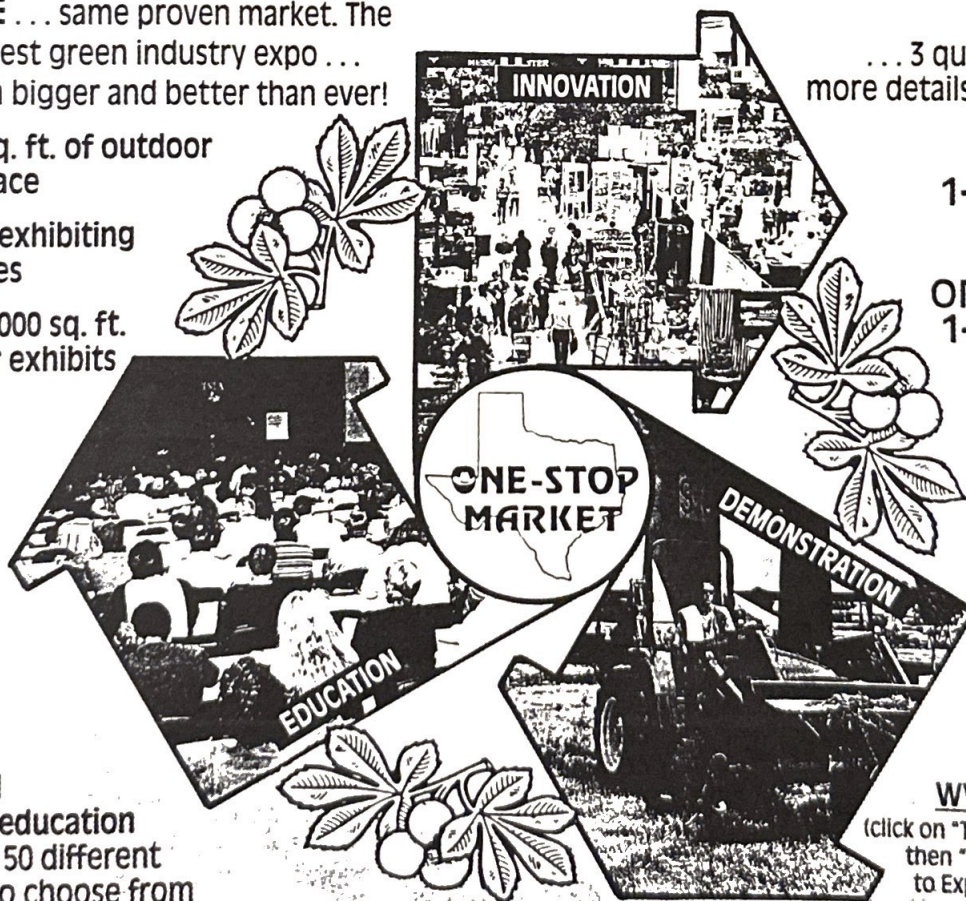
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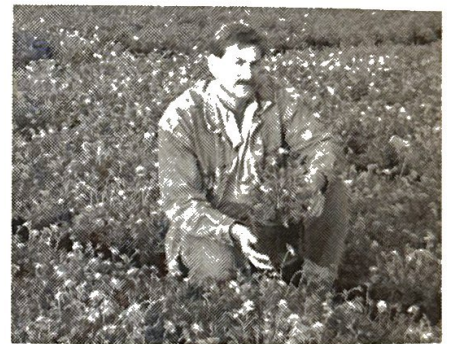
Texas Nursery & Landscape Association

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How many hands does it take
to keep the U.S.
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More than we've got...

“Severe labor shortages are threatening to undermine the agricultural industry—and the U.S. economy. We need a legal sustainable workforce to survive. The time for H-2A reform is NOW!”



J. Guy, President
Carolina Nurseries


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Two Reasons to Support H-2A reform and earned status adjustment:

- 1 It would make it easier for agricultural employers to locate and hire temporary alien workers, by replacing the outdated and burdensome labor certification process with state-wide registries. Funded by employer-paid user fees, the registry would be available to all workers, but priority would be given to U.S. workers and permanent resident aliens. The registry would verify employment eligibility with registered job applicants, and all employers hiring H-2A workers will be required to register. H-2A reform should ensure fair labor standards for all agricultural workers—both domestic and alien.
- 2 Earned status adjustment would offer both short- and long-term stability to the agricultural industry. It would provide seasonal workers who have demonstrated their commitment to the U.S. agricultural workforce an opportunity to earn temporary—and ultimately permanent—resident alien status.

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IN THE NEWS

☛ LNLA board member **Mike Hoogland**, owner of Hoogland's Nursery and Landscaping in Bossier City, reported that severe weather (including at least three tornados) in northeast Louisiana in late April/early May did considerable damage. He reported \$50,000 - 60,000 in structural damage at his business – eight greenhouses were leveled. Winds of 112 m.p.h. were reported in the Shreveport area and Gov. Foster declared emergency status in Caddo, Bossier, Bienville, LaSalle, and Webster parishes. Hoogland said that numerous landscapes received “irreparable damage.”

☛ On behalf of the city of Amite, **Rick Webb** accepted the Tree City USA Award given by the National Arbor Day Foundation. Both Amite and Port Allen were recently honored as Tree City communities.

CONGRATULATIONS

Viv and Larry Brasseaux of Brasseaux's Nursery Sales in Breaux Bridge on their first place finish in the Crawfish XIV cookoff at the recent Breaux Bridge Crawfish Festival.

IN MEMORIAM

Sympathy is expressed to **Walter Imahara** and

Wanda Chase on the recent passing of James “Pop” Imahara. He was 96 years old and established Imahara's Nursery and Landscape Co. in Baton Rouge in 1968.

Condolences are extended to LNLA executive secretary **Allen Owings** at the recent passing of his grandmother, Elizabeth Steadman Owings of Clinton, MS. *



Zelenka

cont'd from pg. 2

Zelenka is also pleased to announce appointment to several key management positions. Tom Cooper has been named the General Manager of the facility. Tom was formerly the Container Production Manager at Windmill. Dusty Knight has been named Production Manager. Dusty was previously Field Production Manager and will now oversee all production activities. David Lowery will assume the position of Regional Sales Manager with responsibility for all sales activity in the southern region.

They are very excited to announce this expansion into the Southeast and Texas markets. This acquisition combined with the previously announced expansion in both their Michigan and North Carolina locations, is an exciting opportunity for Zelenka Nursery to expand their capability of servicing the growing needs of their customers and the market. *

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Triplett Enterprises
SePro
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THANKS !



**Louisiana
Nursery &
Landscape
ASSOCIATION**

**MINUTES
LOUISIANA NURSERY AND LANDSCAPE
ASSOCIATION
Board of Directors Meeting
Wednesday, May 10, 2000
Baton Rouge, LA**

The meeting was called to order at 10:15 a.m. by Wanda Chase. The meeting was held at Ralph and Kacoo's in Baton Rouge. Attendees were Wanda Chase, Allen Owings, Laura Crnko, Murphy Johnson, Chris Bollich, Tom Fennell, Rick Webb, Dan Gill, Dan Devenport, Pat Newman, Francis Thorne, David Lowery, Randy Bracy, and Andy Zimlich. Guests present were Robert Trawick (LSU), Ed Bush (LSU), and Howard Thorne. Members absent were Robby Barry and Mike Hoogland.

Dan Gill moved, Pat Newman seconded, to approve the minutes of the February 9, 2000 board meeting in Baton Rouge. Motion passed unanimously.

Financial report for 1st quarter 2000 was presented by David Lowery. Income in 1st quarter was \$23,320.88 with expenses of \$14,420.55. Income for 2000 through May 10 was \$46,740.58 with expenses of \$29,482.91 for total net income of \$17,257.67. Balance at end of first quarter 2000 was \$219,069 and on May 10 was \$227,426.34. Dan Devenport moved, Rick Webb seconded, that the financial report be approved as submitted. Motion passed unanimously.

A brief discussion was held concerning the LNLA website. Allen Owings presented information from Gary Marmillion on the url change, etc. Rick Webb and Randy Bracy will head a committee to finalize distribution of LNLA's budget commitment for website. Compensation package for Gary Marmillion needs to be presented at September board meeting. In addition, we need to know how much to pay Gary for his previous efforts. Wanda Chase mentioned the opportunity for web page design training at Southern University. Rick Webb and Randy Bracy will present committee report in September.

Allen Owings reported that endorsement of workers compensation insurance is going well. Continue to advertise and remind everyone to check anniversary dates.

Discussion was held on insurance proposal from Allen Fugler. Board agreed to stay with Dodson Group as our exclusively endorsed workers compensation company. Wanda Chase will contact Allen Fugler and pursue endorsement, excluding worker's compensation, for a 1-year term and request information on percentage returned to LNLA. We will drop verbal endorsement of Wright & Percy (Dennis Vidrine is contact).

GSHE report was presented by Wanda Chase, Randy Bracy and Rick Webb. Letter from ANA President David Bradford to GSHE board (copy on file @

LNLA office) was discussed. ANA board voted not to change current split of 70/15/15 and keep 5 out of 6 vote majority on GSHE board. By general agreement, LNLA (Wanda Chase) will compose a letter to GSHE board showing justification for an increase in MS and LA percentages (ANA board did not provide justification for not agreeing to a percentage change). Rick Webb requested that LNLA representatives on GSHE board continue to negotiate and take a vote on this matter.

Rick Webb provided contact name to get banners for retail garden centers made in Amite. Laura Crnko and Allen Owings will handle. Expenditure of \$3,000 for banners. David Lowery moved, Tom Fennell seconded, to appropriate the \$2,000 in 2000 budget for videotapes to banners, in addition to \$1,000 already budgeted. Motion passed.

Membership in Louisiana Public Broadcasting (LPB) for \$1,200 was approved. Tentatively planning to run ads August-December. Rick Webb is handling this project.

Research project proposal report submitted by Pat Newman (copy on file @ LNLA office). Following proposals funded now:

Ornamental Evaluations	Owings	-	\$2,000
Automation of Irrigation	Bush	-	\$3,000
Pre-Emerge Herbicides on Azalea Roots	Bush	-	\$3,000
Wax Myrtle PGR's	Bates	-	\$1,000
Pot in Pot Production	Bush	-	\$3,500

Total current funding for 2000 is \$12,500. Other proposals including: Liriope/Sun/Shade by Bush, Liriope/Fertility/Pruning by Bush, Crape Myrtle Pruning/ Fertilization/Pruning by Bush, Crape Myrtle Pruning/Fertilization by Bates, Cut Flowers by Kuehny and Gingers by Kuehny will be discussed at September board meeting. Other topics can also be suggested for funding.

Motion made by Pat Newman, seconded by Dan Devenport to fund Wanda Chase and Margie Jenkins up to \$2,000 to attend ANLA conference in Vancouver. Motion passed.

Pat Newman reported that LNLA is scheduled for a legislative lobbying effort on Tuesday, May 30 at 9 a.m. in the Rotunda at the state capitol. Will provide information on economic value of Louisiana's 'green industry' and a copy of *Louisiana Gardener's Guide*. Budget \$2,000 for this event.

Discussion of membership plaques was held. Rick Webb suggested that we obtain small wood frame with inserted certificate for members. Order current number of members plus 50, Chris Bollich seconded. Will make final discussion at September board meeting. Laura Crnko will work on this.

Dan Devenport moved, Chris Bollich seconded, to pursue new computer for LNLA. Motion passed unanimously.

Next board meeting is scheduled for Wednesday, September 13 in Lafayette. Being no further business, meeting was adjourned at 2:45 p.m. *

NEW LNLA CERTIFIED NURSERY PROFESSIONALS

Airport Garden Center
Mona Simpson

B & W Nursery
Virginia Barlow

Clegg's Nursery
Darrin Williams
Rita Farris
Timothy Quebedeaux

Home Depot
Andrea Painter
Becki Harris

Individuals
Henry Fallon
Jane McWilliams
Rebecca Achord-Kropog

Louisiana Nursery
Brady Turk
Brandy Tullier

LSU - Students
Daniel Folse
John Young
Julie Barrere
Melyssa Davis
Veronica Cole

Lowes - N Baton Rouge
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Penny Foster

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Wendall Miley

Naylor's Hardware
Shirley Drewes

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FARM BUREAU

Labor Shortage has Farmers Scrambling for Workers

BATON ROUGE-- Farmers across Louisiana are facing labor problems right now. A booming U.S. economy has made workers scarce and agriculture finds itself competing with other employment sectors for a reliable labor source.

The issue of farm labor was discussed at length last week at the Farm Bureau's annual Labor Seminar, held here April 18. According to one labor specialist at the conference, foreign workers are replacing domestic employees because of the demanding work sometimes associated with agriculture.

"Some jobs that are around are simply not attractive to U.S. workers," said Tulane law Professor Larry Fabacher. For the last 15 years he's tracked labor issues for farm employers and others seeking to employ foreign worker. As a speaker at labor conference, Fabacher told farmers that with today's tight labor supply, they're at the mercy of a system that currently demands, yet still frowns upon foreign workers.

"That is the reason that people who seek to bring in H2A farm workers, or H2B nonagricultural workers have to go through a very lengthy process that bears to relation to reality today," he said. "Everyone involved in the process, the growers, the government and other know there are no workers out there."

With a U.S. economy statistically at zero unemployment, Fabacher said farmers facing limited planting and harvesting windows may be tempted to use labor sources which are unreliable. He cautioned farmers, however, not to use illegal workers, because despite their willingness to work, federal penalties for such hiring practices can be harsh.

"If the person knowingly gives employment to an alien not authorized to work, that person is subject to fines," Fabacher continued. "The first time out, the penalty may be a slap on the wrist. But where there is a pattern of misconduct fines could be substantial. In more serious cases, criminal sanctions could apply."

The keys to a reliable, legal workforce, according to labor specialist Dan Bremer, is equal treatment under the law. Bremer, president of AgriStaff, a Lake Park, Ga., firm specializing in helping farmers secure reliable labor, told farmers disclosure is the key to finding and maintaining workers.

"Do workers know their rights? Do they know how and when they'll be paid? What are the terms of their employment? Foreign workers are no different than domestic employees," he said. "The basic problem is that the worker is unaware of their rights in the United States. All laws that apply to any worker in the United States apply to agricultural workers."

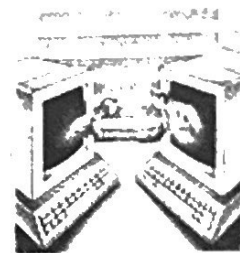
Bremer said there are several things farmers can do to ensure a consistent, legal labor force: provide adequate housing; pay the prevailing wage, which is at least \$6.50 per hour; provide worker's compensation insurance; and post all federal employment documents and posters in both English and Spanish. If workers are unclear on the language of certain requirements, explain it to them in terms they can understand, he said.

But even with all these things, getting reliable farm labor can still be a problem. But most importantly, Bremer said federal Labor Department and INS officials want to know if foreign workers are receiving the same rights, benefits and disclosures as American workers, no matter what job they're performing.

"Is everyone being treated correctly, is everyone being treated equally?" Bremer asked. "If you can answer yes to both of these questions, you're going to have pretty smooth sailing in this."*

VISIT NEW...

LNLA Websites
www.lnla.org &
www.plantweb.com
Yes, lan.org still works!



Free listings on the LNLA/PlantWeb website for LNLA members!

✦ LNLA MEMBERS - Take advantage of the LNLA website to promote your products and services.

✦ Summer 2000 Special! LNLA/PlantWeb site for only \$50 with a picture or your business logo included!

✦ WHOLESALE NURSERIES can post availability lists on your existing page on a regular basis without the need to know HTML or learn esoteric computer programs. Costs are as little as \$30 per year!

✦ RETAIL NURSERIES AND LANDSCAPERS - You need a webpage to promote your business to a very affluent clientele. More of your customers and potential customers are getting online every day!

UPDATES POSTED WEEKLY!

For more information contact LNLA:

- Website: www.plantweb.com/aboutnw.html
- Webmaster: Gary Marmillion- 225.294.5089
- Write LNLA office: LNLA, P.O. Box 25100, Baton Rouge, LA 70894-5100



Louisiana Nursery and Landscape Association

"Serving Louisiana's Green Industry Since 1954"

Phone 225/ 388-2222, FAX 225/ 388-1068

Membership Application - 2000

Please select **X** all categories that apply:

- Independent Retail Garden Center
- Mass Merchandiser
- Wholesale Greenhouse Grower
- Allied Supplies
- Horticultural Services
- Wholesale Woody Grower
- Lawn Maintenance
- Extension/Education/Research
- Student
- Arborist
- Landscape Design/Architect
- Landscape Contractor
- Sod Grower
- Other _____

Please select **X** your LNLA membership type:

Regular Members - \$ Based on gross sales

Any corporation, partnership, firm, or person engaged in any facet of the green industry or other related business with a definent address and appropriate facilities having further been actively engaged in the nursery business in a reputable, trustworthy and ethical manner for one year in Louisiana.

	Annual Gross Sales	Dues
<input type="checkbox"/>	\$0 - \$100,000	\$50.00
<input type="checkbox"/>	\$100,00 - \$250,000	\$75.00
<input type="checkbox"/>	\$250,000	\$150.00

Associate Members - \$100.00

Associate members shall be reputable persons, firms, or corporations outside the state of Louisiana actively engaged in the growing and selling of nursery stock, and reputable persons, firms, or corporations inside the state of Louisiana engaged in the supplying of accessories incidental to the nursery business.

Affiliate Members - \$25.00

Business Employed By : _____

A person or persons employed in any capacity in any nursery industry or establishment, or allied industry which is a member in good standing of the association.

Student Members - \$ No Charge

Name of university and location: _____

Any student actively enrolled on a full-time basis in a Louisiana university and majoring in horticulture or a closely allied field.

Governmental Agency/Educational - \$ No Charge

Any person actively employed by a governmental agency or educational institution and having a job responsibility in horticulture or a closely allied field.

Check here for LNLA Membership Plaque 2000 Sticker Plaque & Sticker (all new members receive both)

Please type or print clearly

Company Name _____ Representative's Name _____

Mailing Address _____

Telephone (____) _____ - _____, x _____ FAX (____) _____ - _____ E-mail _____

Renewal New Member Date: _____ Check # _____ Amount Remitted \$ _____

Return 2000 dues application and check to:

Louisiana Nursery and Landscape Association, PO Box 25100, Baton Rouge, LA 70894-5100

Office Use Only:	
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Certified Nursery Professional Manual Review and Exam - 2000

REGISTER NOW! Last chance in 2000

September 7 - 8
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Sec #3- Culture of Nursery Stock in Retail Yards	_____	_____
Sec #4- Landscape Contracting, Tree & Turf Mgt.	_____	_____
Sec #5- Plant Identification	_____	_____
\$35 per person for manual review only (no exam) in preparation for LDAF license test or professional training.	_____	_____
\$50 per copy of, "Louisiana Nurserymen's Manual for the Environmental Horticultural Industry", the suggested manual for this course.	Manuals # _____	_____

Make check or money order payable to:

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References and prices for your area
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